



U.S. Department  
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## FHWA SAFETY PROGRAMS

### ONGOING SAFETY PROGRAMS

#### **Pedestrian Safety Campaign**

The Pedestrian Safety Campaign is a **FREE** ready-made toolkit of outreach materials that States and communities can customize and use locally. The threefold purpose of the campaign is to (1) sensitize drivers to the fact that pedestrians are legitimate road users and should always be expected on or near the roadway, (2) educate pedestrians about minimizing risks to their safety, and (3) develop program materials to explain or enhance the operation of pedestrian facilities, such as crosswalks and pedestrian signals. Campaign materials were unveiled and available for viewing at the Lifesavers Conference in early March.

The Pedestrian Safety Campaign toolkit includes materials designed for use in television, radio, cinema, and print advertising. Some of the materials included are in Spanish. States and local communities would be responsible for implementing the campaign through local television and radio stations and print media. A **Campaign Planning Guide** that explains in detail how to implement the campaign successfully at the local level is also included. In the near future, we will be looking for a few local communities to possibly demo and test the materials developed. Aida Berkovitz, NHTSA liaison in San Francisco, CA, and Frank Julian, Safety Specialist in the FHWA Resource Center, Atlanta Office, will be coordinating the effort.

For more information on the campaign, contact Tamara Redmon at [tamara.redmon@fhwa.dot.gov](mailto:tamara.redmon@fhwa.dot.gov) (phone: 202-366-4077) or Levenson Boodlal at [leverson.boodlal@fhwa.dot.gov](mailto:leverson.boodlal@fhwa.dot.gov) (phone: 202-366-8044).

**Variable Speed Limits (VSL) in Work Zones Demonstration Project Underway:** Deployment on the Maryland VSL in Work Zones demonstration and evaluation will begin soon. VSL Systems use input regarding speed of traffic and other variables to determine and post an appropriate speed limit that changes in real time. The Maryland demonstration project includes extensive before and after evaluations, including speed profiles and driver performance analyses. Similar projects are underway in Michigan and Virginia. Contact Beth Alicandri, 202-366-6409 or Davey Warren, 202-366-4668.

**Cooperative Agreements on Speed Setting and Enforcement Underway:** The Commonwealth of Massachusetts Governor's Highway Safety Bureau and the South Central Planning and Development commission in Louisiana have been selected to participate in the joint FHWA/NHTSA field operational tests on speed setting and enforcement. These cooperative agreements will evaluate the effectiveness of a "three E's" (engineering, enforcement, education) approach to address the problem of speeding. The jurisdictions will re-evaluate posted speed limits through rigorous engineering studies, strictly enforce revised speed limits, and educate the community and the judiciary on the whys and hows of the program. Evaluation of the effectiveness of the program is a critical element of the agreements. These two projects join ongoing projects in Mississippi and Connecticut with more projects anticipated in FY 03. Contact Beth Alicandri, 202-366-6409 or Davey Warren, 202-366-4668.

#### **FHWA, with its partners, has finalized a comprehensive national intersection safety agenda:**

The agenda was developed at the national intersection safety workshop held at Milwaukee, WI on November 14 - 16, 2001. Also, as a part of the overall effort to enhance intersection safety awareness, FHWA developed a video, **Red Light Green Light**. The purpose of the video is to take a closer look at intersection safety and emphasize the importance of individual responsibility when it comes to making intersections safer.



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of Transportation  
Federal Highway  
Administration



FHWA held a national intersection safety steering committee meeting in October and the proceedings will soon be posted on the intersection website. Contact Hari Kalla, 202-366-5915, for more information or visit the **new** intersection safety web site at <http://safety.fhwa.dot.gov/programs/intersections.htm>

**Restoring Credibility to Speed Setting: Engineering, Enforcement & Educational Issues** is now available on the FHWA Speed Management Safety Website <http://safety.fhwa.dot.gov/programs/speedmgnt.htm>. The report summarizes the findings of workshops that brought together critical engineering, enforcement, and judiciary personnel to discuss the multi-disciplinary aspects of managing speed. A "planning guide" for others who want to sponsor multi-disciplinary speed management workshops is under development. Contact Beth Alicandri, 202-366-6409 or Davey Warren, 202-366-04668.

**Road Safety Audits:** This is a process wherein a team of independent experts identifies unsafe roadway conditions during project design or on existing roads. See the report of the International Scanning Team <http://www.international.fhwa.dot.gov/pubs.cfm>. Also see <http://www.roadwaysafetyaudits.org>. A Training Course has been developed and is now available for scheduling. The NHI contact for scheduling is Danielle Mathis-Lee, 703-235-0528.

**Operation Lifesavers:** <http://www.oli.org> Contact Dee Chappell, 202-366-5892.

**Crashworthiness of Roadside Safety Hardware:** Since October 1, 1998, virtually all roadside hardware installed on the National Highway System must meet the crash evaluation criteria identified in NCHRP Report 350. The compliance date for transitions to bridge railings and for precast concrete barriers was extended to October 1, 2002. See <http://safety.fhwa.dot.gov/report350hardware>. This site provides information on accepted devices and related FHWA policies. Contact Richard Powers, 202-366-1320: Permanent and Temporary Barriers, Terminals, Bridge Railings/Transitions, and Crash Cushions. Contact Nicholas Artimovich, 202-366-1331: Work Zone Devices, Sign Supports, and Poles.

**Seat Belt Safety:** The FHWA supports the Buckle Up America campaign to increase seat belt use nationwide. This campaign focuses on building public-private partnerships, enacting strong legislation, maintaining active, high-visibility law enforcement, and conducting effective public education. Contact Shirley Thompson, 202-366-2154 <http://www.buckleupamerica.org>

**National Work Zone Safety Information Clearinghouse:** The Clearinghouse provides a single contact for information and technical assistance concerning the safe and effective operation of work zones. Clearinghouse: 888-447-5556, Fax: 979-845-0568, <http://wzsafety.tamu.edu>. Contact Ann Walls, 202-366-6836.

**Work Zone Safety:** Transportation agencies have identified their best practices/policies for minimizing delay and enhancing safety during construction and maintenance operations. See Report at <http://ops.fhwa.dot.gov/wz/bestprac.htm>. Administrator Peters joined federal, state and local officials on April 8 for a National Work Zone Awareness Week event held at Freedom Plaza in Washington, D.C. The event drew coverage from the Associated Press national wire service, WJLA-TV and WTOP-AM. The AP story included a quote from the Administrator and was distributed nationally. Events also took place around the nation.



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**Intelligent Transportation Systems (ITS):** The FHWA, Office of Safety, is involved in many aspects of ITS development, including Field Operational Tests. Major Safety efforts currently include Variable Speed Limits, Pedestrian ITS, ITS Archived Data User Service (ADUS), Highway-Rail Crossing ITS, Intelligent Vehicle Initiative (IVI) cooperative, and independent infrastructure ITS, and ITS Safety Program Assessments and Resources. Contact Larry J. Brown, 202-366-2214.

**Transportation Safety Information Management Systems (TSIMS):** The FHWA, FMCSA, and NHTSA are working with AASHTO to develop a software package for safety information management systems. The system will take advantage of existing analysis and data capture systems and will facilitate safety analysis data by linking different safety-related data. AASHTO and a consultant are developing a solicitation for partners to fund Phase 2, building the software package. Contact the Office of Safety Design, 202-366-9198.

**Iowa National Model:** Iowa and FHWA have collaborated with NHTSA and FMCSA to develop of a model public safety information system for data collection and management. One of the principal products is a software package (TraCS) that facilitates conversion of forms from paper to electronic, and development of new electronic forms. TraCS has been distributed for free use in Alabama, Arizona, Arkansas, Colorado, Delaware, Georgia, Iowa, Nevada, New Hampshire, New York, Oklahoma, South Carolina, Tennessee, and Wisconsin. TraCS is in use in about 200 local enforcement agencies in Iowa. Several additional states have the free software for evaluation purposes. <http://www.dot.state.ia.us/natmodel> Contact the Office of Safety Design, 202-366-9198.

**International Association of Chiefs of Police (IACP) Clearinghouse:** The clearinghouse provides agency managers with information on automation projects to help them make more informed decisions on what technology to purchase and use for the collection and distribution of traffic crash data. <http://www.iacptechnology.org> Contact David Smith, 202-366-6614.